

To whom it may concern:

November 6, 2009

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Representative: Tomitaro Ogawa,
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Notice of Revised Earnings Forecast

Sumitomo Bakelite Co., Ltd announces that the following revisions to its consolidated and non-consolidated earnings forecast for the fiscal year ending March 31, 2010. These replace the previous forecast announced on May 8, 2009.

1.Revised earning forecast for fiscal year ending March 31, 2010 (April 1, 2009 through March 31, 2010)

<Consolidated>

	Net Sales (Millions of yen)	Operating Income (Millions of yen)	Ordinary Income (Millions of yen)	Net Income (Millions of yen)	Net Income per Share (Yen)
Previous forecast (A)	185,000	2,500	4,500	1,500	6.22
Revised forecast (B)	170,000	4,600	5,600	800	3.32
Amount of change (B-A)	(15,000)	2,100	1,100	(700)	
Rate of change (%)	(8.1)	84.0	24.4	(46.7)	
(Reference) Actual results for the fiscal year ending March 31, 2009	212,409	(1,639)	490	(7,907)	(31.78)

<Non-Consolidated>

	Net Sales (Millions of yen)	Operating Income (Millions of yen)	Ordinary Income (Millions of yen)	Net Income (Millions of yen)	Net Income per Share (Yen)
Previous forecast (A)	97,000	(1,900)	500	300	1.24
Revised forecast (B)	100,000	1,000	3,500	900	3.74
Amount of change (B-A)	3,000	2,900	3,000	600	
Rate of change (%)	3.1	-	600.0	200.0	
(Reference) Actual results for the fiscal year ending March 31, 2009	104,289	(7,668)	1,515	(2,316)	(9.31)

2. Reasons for the revisions

Our sales including Information and Telecommunication material-related business, one of our core business, have been on the way to recovery because a deep demand decline and rapid inventory adjustment resulted from U.S. financial crisis since last fiscal year have calmed down in the first to second quarter of the fiscal year period ended March 31, 2010.

In the Earnings Forecast of the whole fiscal year period ended March 31, 2010 based on this situation, the non-consolidated net sales will be better than the previous forecast. The consolidated net sales are expected to lower from the previous forecast, due to static recovery of sales in overseas and demand on the road to recovery.

On a profit basis, cost reduction and restructuring implemented domestically and abroad have begun being effective. As a result, the consolidated operating income and ordinary income will be better than the previous forecast. However, the consolidated net income is expected to lower from the previous forecast, due to recording of extraordinary loss that includes loss on devaluation of investment securities and cost of business restructuring for further implementation of continuing restructuring from the previous fiscal year in this first to second quarter. The non-consolidated operating income, ordinary income and net income are projected to exceed than the previous forecast, due to the same reasons as mentioned above.

* The above forecasts are based on the definite assumptions that Sumitomo Bakelite Co.,Ltd deemed reasonable at the time of preparing this notice. Actual results may differ from these forecasts due to various factors such as business environment.

* The original texts of this notice is prepared in the Japanese language, and these translations are to be used solely as reference material to aid in the understanding of this notice.

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